



Therapeutic Resort in Afra Mineral Hot Springs

Al.Tafila

INVESTMENT OPPORTUNITY PROFILE



Project Overview

The proposed investment opportunity is a world-class therapeutic resort located in the scenic Afra Mineral Hot Springs in Tafila, Jordan. This resort will offer luxurious accommodations, therapeutic spa treatments, and wellness programs leveraging the natural healing properties of the mineral-rich hot springs. The project aims to cater to the growing wellness tourism market, providing a unique, rejuvenating experience for visitors.

Site features and characteristics

Located 26 km north of the city of Tafila, Jordan. its rich natural and cultural heritage is well-positioned to attract wellness tourists. The Afra Mineral Hot Springs, known for their therapeutic properties, offer a unique selling proposition in this expanding market.

▲ Demographics: The target demographics for the resort include:

- Local and regional tourists seeking health and wellness retreats.
- International tourists, primarily from Europe, North America, and East Asia, looking for unique therapeutic experiences.
- Medical tourists seeking alternative and complementary treatments.

▲ Tourism Growth:

- Global Trend: Wellness tourism is growing at a faster rate than the overall tourism industry, driven by increased consumer awareness of health and well-being.
- Jordan's Position: Jordan is capitalizing on this trend by promoting its natural wellness assets, such as the Dead Sea and mineral hot springs. The Afra Mineral Hot Springs in Tafila are a prime example of this potential.
- Employment: The wellness tourism sector is anticipated to create numerous job opportunities, both directly within resorts and indirectly through supporting industries such as transportation, food, and retail.

Value proposition

Investing in a therapeutic resort at Afra Mineral Hot Springs, Jordan, offers a unique opportunity to tap into the growing wellness and medical tourism market. The resort will leverage the natural therapeutic properties of the mineral hot springs, providing guests with a holistic wellness experience that includes medical treatments, relaxation, and recreational activities. With increasing global demand for wellness travel, this investment promises significant returns, supported by the unique geographical and therapeutic advantages of the Afra Mineral Hot Springs.

Important highlights of the project

▲ Location and Natural Resources:

Geographic Advantage: North of the city of Tafila, known for its natural beauty and tranquility.

Therapeutic Hot Springs: The mineral-rich hot springs are renowned for their therapeutic benefits, including treatment for skin conditions, arthritis, and respiratory issues.

▲ Market Potential:

Growing Wellness Tourism: The global wellness tourism market is expected to continue its robust growth, with increasing demand for unique and effective wellness experiences.

▲ Medical Tourism: Jordan is already a recognized destination for medical tourism, attracting patients seeking high-quality and cost-effective treatments.

▲ Sustainability Focus:

Eco-friendly Practices: Commitment to sustainable practices, including the use of renewable energy sources, water conservation, and waste reduction.

▲ Local Community Engagement: Promoting local culture and employment opportunities, contributing to the economic development of the Afra region.

Opportunity details

- Luxurious accommodations including private cabins and suites.
- State-of-the-art spa and wellness center offering hydrotherapy, mud baths, and mineral baths.
- Fitness center with personal trainers and specialized wellness programs.
- Restaurant featuring healthy, organic cuisine.
- Conference and event facilities for corporate retreats.
- Adventure activities such as hiking, guided tours of local attractions, and cultural workshops.

Investor role

▲ Capital Investment:

Initial Funding: Provide the necessary capital for land acquisition, construction, and initial operational costs.

Ongoing Financial Support: Ensure the resort remains financially stable through the initial growth phase until it becomes self-sustaining.

▲ Strategic Guidance:

Business Development: Contribute to strategic planning and business development efforts to ensure the resort meets market demand and achieves financial targets.

▲ Networking: Utilize connections and networks to attract key partnerships, such as wellness experts, medical professionals, and tour operators.

▲ Oversight and Governance:

Board Participation: Take an active role in the resort's board of directors, helping guide major decisions and ensuring alignment with investor interests.

▲ Performance Monitoring: Regularly review financial and operational performance, providing insights and adjustments as needed.

Success factors

▲ Quality and Uniqueness of Offerings:

- **Therapeutic Excellence:** High-quality therapeutic treatments leveraging the unique properties of the Afra hot springs.
- **Comprehensive Wellness Programs:** Diverse range of wellness services tailored to different customer needs.

▲ Marketing and Brand Positioning:

Targeted Marketing: Effective marketing strategies targeting wellness and medical tourists from key markets.

▲ Operational Efficiency:

Experienced Management: Skilled management team with experience in hospitality, wellness, and medical tourism.

▲ Cost Management: Efficient operational practices to maintain profitability without compromising on quality.

▲ Revenue streams:

- **Accommodation Fees:** Revenue from room bookings.
- **Spa Services:** Fees for various spa treatments and wellness programs.
- **F&B Sales:** Income from the resort's restaurant.
- **Event Hosting:** Charges for hosting corporate events and private functions.
- **Adventure Packages:** Fees for guided tours and adventure activities.